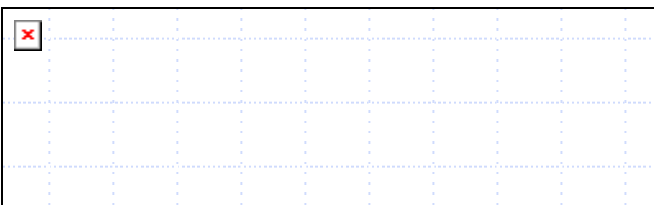


Energy Efficient Lighting

If We Build It...

Will Builders Come?



BUILDER EXPERIENCES



REGENT
HOMES

SPECIALIZED HOMES llc



Our Answers to Builder Challenges



- ◆ ***Affordable Energy Star ® Packages (trade offs)***
- ◆ ***No Hassle Utility "Instant" Rebate Program (applied to cost)***
- ◆ ***Maximized Points for Energy Star ® Homes and Built Green Program Certification (ALP) (We do it for them)***
- ◆ ***Customized Energy Star ® Marketing Material***
- ◆ ***Training on Features & Benefits of Energy Star ® Lighting***
- ◆ ***Broadest ENERGY STAR ® Selection Available***
- ◆ ***Energy Star ® Fixtures in Stock Locally***
- ◆ ***Latest Technology***

Market Transformation

What Do We Need?



- ◆ ***Continued Product Enhancement***
- ◆ ***Quality Control***
- ◆ ***Greatly Expanded Selection***
- ◆ ***Hardwire Incentives***
- ◆ ***Narrowed Price Gap***
- ◆ ***Early Adapter Support***

Why Will Builders Use Energy Star ® ?



EXCEPTIONAL VALUE!

- ✓ ***Quality Products***
- ✓ ***Competitive Prices***
- ✓ ***Environmental Benefit***
- ✓ ***Energy Savings***
- ✓ ***Growing Market Appeal***
- ✓ ***Partner Support***
- ✓ ***Innovative Builder Programs***
- ✓ ***Competitive Advantage***